

Annual Report 2014-2015

Contents

About Us	5	3
A	Mission Statement	
A	Objectives	
A	Administration and Operation	
A	Board of trustees	
A	Foundation	
A	History	
Note from the Director		5
Year in Review Highlights		6
Facility		8
٨	Heritage Room	
٨	Crane Room	
٨	Seating/Study areas	
Services		10
Cardholders		11
Library Usage		12
A	Visitors	
A	Checkouts	
A	Programs/Events/Outreach	
Collections		15
Financials		17
Accreditation		18
How We Compare		20
Appendic	ces	
Ap	ppendix 1: Strategic Plan	
Ap	opendix 2: Technology Plan	
Αŗ	ppendix 3: Policy Manual	

ABOUT Us

Mission Statement

The purpose of the Jensen Memorial Library is to meet the needs of the citizens of the community by providing resources to assist in their pursuit of lifelong learning, cultural enrichment, recreation, and solutions to everyday problems.

Objectives

- 1. To serve the community as a center for reliable and timely information.
- 2. To support the educational, civic, and cultural activities of groups and organizations.
- 3. To identify community needs and to provide programs of service to meet such needs.
- 4. To cooperate with other organizations and develop partnerships to aid in providing such needs to the community.
- 5. To provide facilities for groups and/or individuals for their educational, professional and entertainment needs.
- 6. To provide an environment that helps patrons build skills necessary for lifelong learning.

Administration and Operations

Jensen Memorial Library is centrally located in Minden, Nebraska, one block east of the town square and downtown business district. The library is governed by a five-member Board of Trustees appointed by the City Mayor and approved by the City Commission.

Day-to-day operations are overseen by a full-time Library Director. Five part-time Library Clerks staff the public service desk and assist in daily operations. A part-time Janitor cleans the building and assists in facilities maintenance.

Human Relations, budgeting, financial responsibilities, and facilities administration are overseen by the Library Director and Board of Trustees, with guidance and supervision by the City Administrator and City Commission.

The Library is open 51 hours a week to serve the community and provides an outdoor book drop for return of materials 24 hours a day.

Board of Trustees

Jensen Memorial Library's Board of Trustees is entrusted with developing the library through materials, resources, facilities, and personnel to meet the highest standards according to the needs of the community.

Hours of Operation

Monday-Wednesday 10:00 a.m.-8:00 p.m.

Thursday-Friday 10:00 a.m.-5:30 p.m.

Saturday 10:00 a.m.-4:00 p.m.

The board is accountable for:

- 1. Determining library policies.
- 2. Employing a capable, trained library director, and provide for appropriate staff.
- 3. Securing adequate funds.
- 4. Approving expenditure of library funds.
- 5. Receiving gifts to the library.
- 6. Providing and maintaining adequate facilities.
- 7. Insuring a representative selection of books and other library resources.
- 8. Participating actively in cooperative efforts to improve local library services.
- 9. Participating actively in Continuing Education hours to maintain Board Certification as defined by the Nebraska Library Commission accreditation standards.

JML 2015 Board of Trustees:

Sue Yant, President Liz Bloomfield, Secretary Cheryl Ryan Laurie Haight Angie Oberg

Foundation

Monetary gifts, donations, and grants are administered through the Kearney County Community Foundation via the approval of the JML Board of Trustees. The KCCF is responsible for many charitable trusts throughout Kearney County.

History

The Minden Public Library Association was formed in 1906. Membership was open to any resident for an annual fee of 25 cents, which was used to purchase books.

A committee from the Library Association met with the County Board in August of 1906 to request a suitable room in the new courthouse be reserved for use as a library and reading room for the community. The SW room on the first floor of the courthouse was reserved for library use. Temporary housing of the library had been in the Christian Science Hall, which stood at the southeast corner of Block 28 in Minden.

The present library building was built by the Andrew Jensen Family in 1953. An expansion and remodeling project was completed in 1989, adding an arboretum to the grounds.

In 2011, renovations funded by the Arthur Jensen Family were begun. Updates featured the expansion of seating areas, new windows throughout the building, new furnishings, rearranging of collection areas, and addition of the Crane and Heritage Rooms.

NOTE FROM THE DIRECTOR

I've always said one of the best parts about working at the library is that you never know what each day will bring. Even when I have a list of things I plan to do on a given day, where the day ends up never seems to be where I thought it would go when it started. Then when you expand that process, when you start a year, it is impossible to predict where it will end. We hope that each year will continue to be better than the last – more visitors, more checkouts, more event participants, and more positive community exposure.

During the FY2014-2015, Jensen Memorial Library experienced a few changes, lots of firsts, and an abundance of steps in preparing for more good things to come.

One major change coming in 2016 will include the implementation of a new Integrated Library System (ILS). This required myself and the rest of the library staff to spend a significant amount of time researching, testing out, and taking part in demonstrations of some options for a new system.

While preparing ourselves and our collection for this changeover, we were able to streamline some processes and make changes which will make the library more user-friendly.

I spent much of the 2015 spring and summer working on the state Public Library Accreditation process. This certification, administered through the Nebraska Library Commission, verifies a library in the state of Nebraska is meeting standards set forth by the Commission, opening up more opportunities for financial assistance and grant monies, training for staff, access to state resources, and more. The accreditation also verifies the library as an upstanding organization in the library community at large. This process included creating a three-year Strategic and Technology plans that will be used to help assure the library is progressing and meeting the needs of the community. Also required within the accreditation, is a full review and update of the policy manual, a process which took several months, but was completed as needed for accreditation in September.

With the two major projects mentioned above under our belts, in FY 2015-2016 the library staff and I look forward to extending our reach into the community, getting the word out about all of the great things the library has to offer.





YEAR IN REVIEW HIGHLIGHTS

Facilities/Operations

- Accreditation through Nebraska Library Commission at earned Silver level, good through September 2018.
- Three-year Strategic and Technology Plans completed.
- Policy manual revisions completed.
- New furnaces installed.
- Indoor security cameras installed.
- Director and staff spent time researching and taking part in demonstrations of possible new Integrated Library System (ILS) options.
- Heritage Room computers used for research more than 250 times.
- Microfilm machine use averaged five times per week.
- Crane Room used for meetings, library events and small groups average of 10 times per month.

Cardholders and Checkouts

- 2,081 registered patrons as of September 30, 2015.
- 24,822 items circulated.
- Average of 2,069 items per month.
- Peak circulations in June and July.

Services

- Answered 1,070 reference questions.
- Desktop computers used 3,600 times.
- Wireless internet access used 549 times.

Events, Classes, Activities & Outreach

- 133 events and classes held.
- 2,662 people reached through programming.
- Used Book Sale raised more than \$800 for event supplies and publicity.
- Started offering one-on-one Computer Basic Skills classes.
- Most popular special events:
 - o Christmas Storytime (stories, crafts, games and Santa) 165 kids & adults.
 - Crane River Theatre promotional performance 69 children, teens & adults.
 - o Father's Day Make & Take Crafts 51 children & teens.
 - o Fax Gilbert performance (magician) 53 children, teens & adults.



- Summer Clubs and special events over 600 participants.
- Summer Reading challenge for babies through adults: 187 registrants (5% increase).
- Monthly "Kids Time @ the Library" averaged 30 kids.
- Kindergarten and third grade visits to JML.
- Community outreach/involvement: weekly or biweekly storytimes at Headstart, Discovery Preschool, and Creative Care preschool; Halloween parade; lunch presentation at Senior Center; MHS Homecoming parade; pre-summer visits to elementary and middle schools.



Collections

- 823 items added to collection.
- 2,095 item records removed (5% of collection) completed full collection cleanup.
- Catalog records prepared for ILS changeover.
- DVD re-labeling and re-arranging project completed.
- Books in series labeled to identify series title and number.
- Accelerated Reader labeling project started identifying all items in collection certified as AR, noting level and points on inside cover; adding information to item record on catalog.

Visitors

- 23,044 total visitors 9% increase.
- Average of 1,920 visitors per month.

FACILITY

The 4,900 square feet of floor space available at the library is allocated with library users in mind. With dedicated spaces for adult, young adult, children's and genealogical collections, AV materials, magazines and newspapers, public computers, study area, public meeting room, and numerous places to sit, relax, and read.

Areas of the library scheduled renovations and/or improvements continued to be completed, as Foundation funds were spent to replace furnaces throughout the building. Indoor security cameras, were also installed, covering most of the interior of the building. These cameras feeds are accessible by the Minden City Police Department.

Crane Room

On average, the Crane Room was used almost 10 times per month by local clubs and organizations for meetings, training, and other events, by the library for classes, events, and meetings, and by school groups as a study or private meeting space.

Some of the groups and organizations using the room include: Girl Scouts, Homeschool Cooperative, Vocational Rehab, Minden Public Schools, Aflac, Prairie Mills Hospice, and the Safe Center.



Heritage Room

The Heritage Room is a place of daily activity at the library. This includes routine use by a local volunteer researcher, along with occasional use by other community members and visitors to the community doing family or local historical research. With the installation of a new computer in the room along with classes available focusing on the Ancestry.com Library database, use of the room has increased considerably.

The library's microfilm reader is located in the Heritage Room. Microfilm copies of all newspapers printed in Kearney County beginning in the early 1800s are available for use.

Quarterly, the South Central Nebraska Genealogical Society uses the room for a their meetings. It is also used as a secondary available meeting space when the Crane Room is in use.

- Heritage Room computers used for research more than 250 times.
- Microfilm machine use averaged five times per week

Study/Seating Areas

Other areas of the library, including the reading area near the magazines, the seating and tables area on the north side of the library, and seating near the Adult books all serve as spaces for visitors to sit, read, study, and congregate.

The north area often serves as a place for study groups to meet, children to play board games after school, and as workspace for professionals, especially those traveling.

The reading area is often a place for workers to sit and read over their lunch hour, family members or friends to wait while those they came in with pick out books, work on computers, or children play.



SERVICES

All services offered are available to the public for little or no cost.

Reference

Staff answered 1,070 reference questions. Record-keeping of reference questions focused on assisting visitors with finding materials, assisting with research (book and online), and answering questions regarding services, materials, or library-based information.

Printing/Copying/Faxing

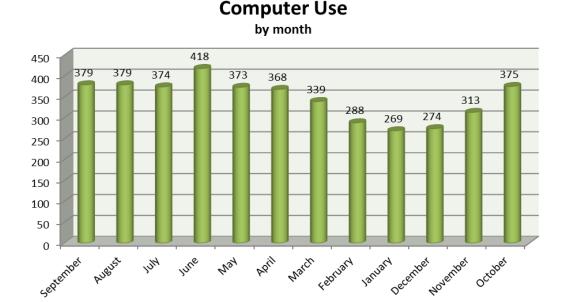
Library visitors have access to copying and printing services for a small fee through the public copy machine, via public access computers and through a secured wireless connection. Black and white copies and prints cost \$.20 per page with partial or full colored copies and prints for \$1.00 per page. A fax machine is available for sending documents at no cost. Just over 200 faxes averaging 3 pages were sent during the year.

All monies brought in from these services go into the library's general operating budget, a total of \$1,318 in 2014-2015.

Computer/Internet Access

Public Access Computers and Wireless access are largely the most popular service offered by the library. Cardholders and visitors alike may use these resources with proper identification. All computers are Internet accessible and have some form of word processing programs available.

During 14-15, visitors used the library computers and internet access 4,149 times, an average of 345 uses per month. Of those uses, 3,347 were public desktop computers, 549 were wireless logins, and 253 at terminals in the Heritage Room.



CARDHOLDERS

Library cards entitle holders to use the library's services and materials. Items available for checkout include books, audiobooks, DVDs, magazines, and cake pans. Cardholders are also entitled to borrow electronic materials through the Nebraska Overdrive Libraries collection.

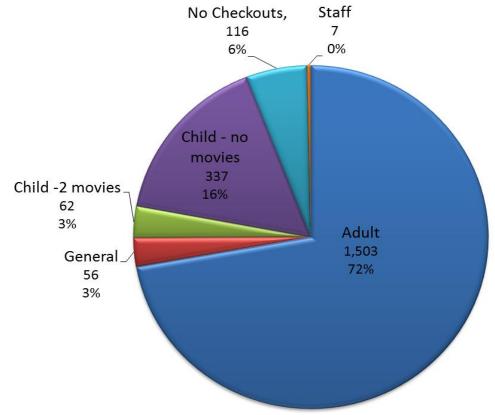
Residents of Minden, Kearney County, and surrounding counties are welcome to register for library cards for free by providing a picture ID and proof of current address. Once an account is established, patrons are put on probationary status for the first three months. Following that time, a patron is moved to permanent status assuming they have no fines, fees, or overdue items. This means they now have access to all library services.

By default, children under 14 years old receive an account which does not allow them to check out movies. Parents may, however, choose to allow their children to check out two movies at a time.

Records are flagged for update once a year allowing staff to make sure all contact information is up to date. Accounts which are more than a year expired are made inactive. After being inactive for two years, accounts which do not hold active fines or fees are purged.

Current Account Holders

As of September 30, 2015, 2,081 persons held accounts at JML. Below are cardholders broken down by account type:



LIBRARY USAGE



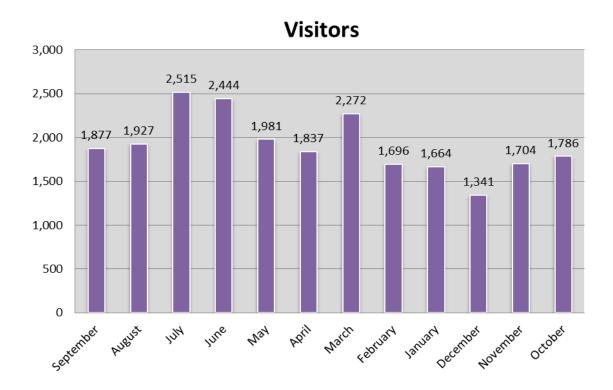
Visitors

Door counts are taken daily to account for the number of visitors to the library. Monday and Tuesday are generally the busiest days at JML, but numbers fluctuate greatly. Library events, weather, holidays, and other activities in the community can often account for a notably large or small number of visitors in a day or month.

June and July were by far the busiest months at the library due to the influx if children and families visiting while schools are not in session. Many of these visitors come to participate in Summer Reading activities. A spike was also seen in March, likely due to visitors using library computers and resources to

file taxes, and an increase in children visiting while schools are in Spring Break. December was the "slowest" month, greatly affected by factors mentioned above.

A total of 23,044 persons visited the library in 2014-15. This is an average of 1,920 individuals per month, a 9% increase from 2013-14

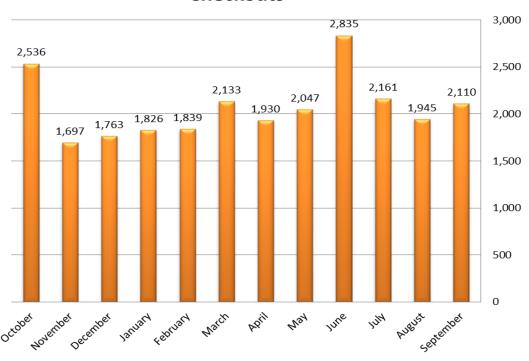


Checkouts

Checkouts account for all library materials used by cardholders for any period of time (not including computers).

Similar to number of visitors, the busiest months are while school is out for the summer. June alone accounted for 11% of total checkouts for the year. An average of 2,069 were checked out per month (8%).

Checkouts



Events/Classes/Outreach

While the overall number of events and classes decreased in 2014-15, average attendance at these programs increased by 27% over 13-14. This reflects a concerted effort to focus on quality over quantity in events and classes. By creating high-quality, interesting, and fun activities, more people are participating. A total of 133 events and classes were held during the year with 2,662 reached via events, classes, and outreach efforts.

During the 2014-15 year, the library made strides in offering a wider variety of activities for more age groups. This included offering Basic Computer Skills classes for adults, (one-on-one training sessions for all levels of learning to use the computer,



computer programs, and the internet. The "Kids Time" classes for elementary-age children was also initiated, focusing on stories, crafts and games for K-5th grade.

During the year, both the Kindergarten and Third Grade classes from East Elementary visited JML for a tour, story and general information about the library and how to get a library card.

Summer Clubs and the Summer Reading Challenge accounted for the largest concentration of participants in library events in the shortest amount of time. Over 600 people, babies through adults, took part in weekly clubs along with special events including three craft days, a game day, two movie days, two hero-themed parties, a promotional performance by Crane River Theatre, and a performance by magician Fax Gilbert. Meanwhile, 187 people signed up to take part in the Reading Challenge where they were able to win prizes donated by local businesses and purchased by the library.

The Christmas Storytime Bash in December was the single biggest event at the library, bringing in 165 kids and adults. During evening, children were able to hear stories, make crafts, play games, and visit with Santa. The success and popularity of this event assured a similar event will continue to be held in future years.

In March, the library held a free-will donation Used Book Sale. This highly publicized event brought in more than \$800 in contributions. This money was used toward performances, supplies, prizes, and publicity for summer events along with supplies for other events and classes throughout the year.

Staff also participated in several other outreach and community events throughout the year, including: weekly or bi-weekly storytimes at Headstart, Discovery, and Creative Care preschools; a Halloween parade; lunch presentations at the Senior Center; the MHS Homecoming parade; and pre-summer school visits.



COLLECTIONS

"The Collection" refers to the materials held at the library for use by the public. Main collection areas at JML include Adult, Children's, Young Adult, Periodicals (magazines and newspapers), Cake Pans, Kits, and Genealogy. These are then broken down into print, audio, video, electronic and other formats.

During the year 823 items were added to collection in the form of print books, audio books, DVDs, magazines and cake pans. About 10% of these items were acquired in response to customer requests and suggestions.

JML staff completed an 18-month project to evaluate all circulating library materials. In 2014-15, this resulted in the removal (weeding) of 2,095 item records, 5% of the collection. While periodic weeding is continuously done to keep materials up-to-date, another full evaluation of the collection should not be needed for at least three years.

Withdrawn books were triaged to determine their fate. Many were kept for sale by the library. Some were rectly donated to places such as Head Start, Bethany Home, Hinterlong Living, and the Senior Center. Items in condition of disrepair were disposed of via trash or recycling.

The following table shows the collection holdings as of September 30, 2015, as well as additions and withdraws during the 14-15 FY.

Collection at JML:

	Total holdings	Added	Withdrawn
Print Books (including book/audio kits)	14,927	680	2,064
Audiobooks	289	9	8
Video	1,440	116	12
Serials Subscriptions	42	6	2
Other (Cake Pans)	68	12	9
Total physical items held at JML	18,038	1,433	7,214
eBooks*	19,286	3,428	0
Downloadable Audio*	8,482	612	0
Electronic Databases**	21	0	1 (state)
Total JML and electronic holdings	41,787	8,462	6,253

^{*} through the Nebraska Overdrive Libraries consortium

^{**} Ancestry.com is paid for individually by JML, all other databases are provided through the NLC

Preparation for Migration

Throughout the year, staff accomplished several projects in preparation for migration to a new Integrated Library System, mostly focusing on the editing and updating of item and patron records.

This included the weeding project mentioned above along with:

- Re-labeling and shifting of DVDs to organize covers by alphabetical order. This included changing the titles of some items to reflect the series of which they are part.
- Books which are part of a series have also been re-labeled to identify the series title and number for that book. This project continues into the 15-16 FY.



- In the children's Easy and Reader sections, books have been re-categorized to reflect the character which children and parents would most easily recognize. This is especially helpful for character books which are written by multiple authors. This project continues into the 15-16 FY.
- Items in the collection certified as Accelerated Reader are having an AR sticker added to them, along with the level and points on inside cover and this information added to the item record on catalog. This project continues into the 15-16 FY.

FINANCIALS

Revenues

The Library came in under the 2014-15 budgeted amount of \$124,496.

Revenues for operation and staffing of the library come from monies earmarked for the library through the city budget along with a contribution from Kearney County, aid dollars from the Nebraska Library Commission, and any grants the library may receive.

Money included in the city contribution includes library-generated revenue from overdue fines, damaged and lost item fees, copying/printing services, replacement library cards, and miscellaneous contributions from customers, including donations for faxes or other services, unwanted change, and a portion of donation income from used book sales.

Α.4	23,443
\$	400
\$	1,033
\$	4,000
\$ 1	18,010
	\$ \$ \$

^{*} Amount expended by library.

Library-generated revenue						
		Projected amount				
Fines	\$ 1,435	700				
Copies/Prints	\$ 1,318	800				
Replacement Cards	\$ 44	20				
Other*	\$ 1,546	0_				
TOTAL	\$ 4,343					

^{*} Includes small donations such as for faxes and unwanted change along with a portion of book sale income.

Expenditures

Outside of staffing expenses (salaries, wages, benefits), the majority of library expenditures go toward the purchase of collections materials, processing supplies, office supplies, utilities (including phone and internet), and event & class supplies.

TOTAL		123,443
Operating Expenses	\$	20,997
Collection Expenditures	\$	13,945
Total Staff Expenditures	\$	88,501
Employee Benefits	\$	18.912
Salaries & Wages		69,589

ACCREDITATION

Background

Public libraries in Nebraska are accredited for a three-year period, from October 1 of the first year, through September 30 of the third year. The



purpose of public library accreditation is to encourage excellent library service in Nebraska communities. Accreditation establishes minimum standards for library service, ensures that libraries adhere to certain standards, offers libraries benchmarks, and offers libraries evidence that certain expenditures, services, and practices are needed and expected.

Levels of accreditation are based on a system of accrued points earned for each guideline on the application. Of the available 275 points, a library must earn at least 175 points to be recognized at the Bronze level. Accreditation at the Silver level requires 200 points, and at the Gold level, 250 points.

The application is organized into five categories: 1) Governance/Planning, 2) Resources, 3) Services, 4) Cooperation/Collaboration, and 5) Communications. Libraries are also required to meet a set of twelve minimum qualifications, have a strategic plan, and have completed the most recent annual state Public Libraries Survey.

Guidelines are community-based, allowing each library to determine its own priorities based on community needs. Instead of standards defined for arbitrary library size categories, several of the guidelines use peer comparisons, comparing libraries with those of similar size, namely libraries within 15%, plus or minus, of the Legal Service Population of the target library. Within the determined areas, libraries must meet either the average or median of reported statistics for all peers. In cases in which there is not a sufficient number of libraries larger and smaller than the applying library, the sample may be expanded to one other state to ensure statistical reliability.

JML Status

Jensen Memorial Library received accreditation through September 30, 2018, earning the Silver status by accumulating 235 possible points.

Strong points for the library include:

- Up-to-date and thorough Policy Manual,
- Strong Strategic and Technology plans,
- An active Foundation,
- Adequate financial support from city and county,
- Certification level held by Director (Level IV held, Level II required),
- Education and training opportunities for staff.
- Consistent weeding of average of more than 3% per year over three-year period (7.1%),
- Annual circulation of items and collection size per capita exceeds average of peer libraries.

Areas which can and will be worked on for the 2018 accreditation include:

- Staff and/or Board participating in regional, state or national advocacy efforts.

- Establishing an active Friends group,
- Getting more staff State Certified (Director plus two additional needed to meet guideline),
- Increasing expenditures on collection materials,
- Conduct survey to determine open hours that will best meet community needs,
- Evaluate need for additional public Internet-access computers,
- Develop active Teen Advisory group,
- Increase cooperative events and programs with local entities.



HOW WE COMPARE

Each year, the Nebraska Library Commission compiles data gathered by Nebraska libraries submitting their annual Bibliostat Report. This information is used to compare libraries of similar size based on service population. $(2,986 \pm 15\%, equaling 6 comparison libraries)$.

Libraries in our peer group are:

- Kimball Public Library (Kimball)
- Ord Township Library (Ord)
- Ashland Public Library (Ashland)
- Hruska Memorial Public Library (David City)
- Central City Public Library (Central City)
- Jensen Memorial Library (Minden)
- Loup City Public Library (Loup City)

Statistics from the 2013-2014 survey:

(Please note that statistics for several of these areas may have changed for the 14-15 report)

JML in top 25%:

- One of only 2 libraries not charging non-resident fees
- Hours open per year
- Number of videos held
- Number of children's programs
- Total number of library programs
- Number of volunteers
- Benefit options for employees (including: insurance, compensation, leave, professional memberships, continuing education opportunities)
- Number of FTE staff

JML in bottom 25%:

- Building square footage (smallest)
- Print books held
- Print material expenditures
- Total collection expenditures
- Total operating expenditures
- Circulation of adult downloadable materials
- Circulation of children's downloadable materials
- Total circulation of electronic/downloadable materials

- Items borrowed from other libraries (InterLibrary Loan)
- Number of adult programs
- Attendance at adult programs
- Number of public Internet-access computers
- Annual Wireless sessions
- Circulation of electronic materials
- Director wages
- Total staff expenditures
- Average volunteer hours per week

For evaluation purposes regarding our 2015 Accreditation, the NLC determined not enough Nebraska libraries were available to serve as a fairer basis for comparison, therefore several Iowa libraries were included in our peer group to ensure statistical reliability. These libraries included:

- Postville Public Library (Postville, IA)
- Pocahontas Public Library (Pocahontas, IA)
- Panora Public Library (Panora, IA)
- Denver Public Library (Denver, IA)
- Leon Public Library (Leon, IA)
- Hawarden Public Library (Hawarden, IA)
- Slater Public Library (Slater, IA)
- Mary J. Barnett Memorial Library (Guthrie Center, IA)
- Roy R. Estle Memorial Library (Dallas Center, IA)
- Kingsley Public Library (Kingsley, IA)
- Mitchellville Public Library (Mitchellville, IA)
- Avoca Public Library (Avoca, IA)
- Lake Mills Public Library (Lake Mills, IA)
- Sully Community Library (Sully, IA)
- Belle Plaine Community Library (Belle Plaine, IA)

APPENDIX 1: STRATEGIC PLAN

APPENDIX 2: TECHNOLOGY PLAN

APPENDIX 3: POLICY MANUAL